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RULE				

APPLICANTS

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** CONTINUING DATA *****

This application is a CIP of 10/693,856 10/24/2003 ABN
 which is a CIP of 10/602,990 06/24/2003 ABN
 which is a CIP of 09/716,848 11/17/2000 ABN
 which is a CIP of 09/695,744 10/24/2000
 which is a CIP of 09/641,908 08/18/2000 ABN
 which is a CIP of 09/599,690 06/22/2000 ABN
 which is a CIP of 09/483,105 01/14/2000 ABN
 and is a CIP of 09/465,859 12/17/1999 ABN
 which is a CIP of 09/447,121 11/22/1999 PAT 6,625,581
 and is a CIP of 09/441,973 11/17/1999 PAT 6,961,712
 which is a CIP of 09/284,917 04/21/1999 ABN *
 which is a 371 of PCT/US97/19227 10/27/1997
 and is a CIP of 08/736,798 10/25/1996 PAT 5,918,214
 and is a CIP of 08/752,136 11/19/1996 PAT 6,064,979
 and is a CIP of 08/826,120 03/27/1997 ABN
 and is a CIP of 08/854,877 05/12/1997 PAT 5,950,173
 and is a CIP of 08/871,815 06/09/1997 PAT 7,143,055
 and is a CIP of 08/936,375 09/24/1997 ABN
 (*)Data provided by applicant is not consistent with PTO records.

** FOREIGN APPLICATIONS *****

IF REQUIRED, FOREIGN FILING LICENSE GRANTED** SMALL ENTITY **

** 06/10/2004

Foreign Priority claimed	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no	STATE OR COUNTRY	SHEETS DRAWING	TOTAL CLAIMS	INDEPENDENT CLAIMS
35 USC 119 (a-d) conditions met	<input type="checkbox"/> yes <input checked="" type="checkbox"/> no <input type="checkbox"/> Met after Allowance	CT	1046	30	1
Verified and Acknowledged	Examiner's Signature	Initials			

ADDRESS

84704

TITLE

INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION NETWORK CONFIGURED TO
 ALLOW MEMBERS OF A PRODUCT BRAND MANAGEMENT TEAM TO COMMUNICATE DIRECTLY WITH
 CONSUMERS BROWSING HTML-ENCODED PAGES AT AN ELECTRONIC COMMERCE (EC) ENABLED
 WEB-SITE ALONG THE FABRIC OF THE WORLD WIDE WEB (WWW), USING PROGRAMABLE MULTI-

MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY
PRODUCT BRAND MANAGEMENT TEAM MEMBERS

FILING FEE RECEIVED 540	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:	<input type="checkbox"/> All Fees <input type="checkbox"/> 1.16 Fees (Filing) <input type="checkbox"/> 1.17 Fees (Processing Ext. of time) <input type="checkbox"/> 1.18 Fees (Issue) <input type="checkbox"/> Other _____ <input type="checkbox"/> Credit
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